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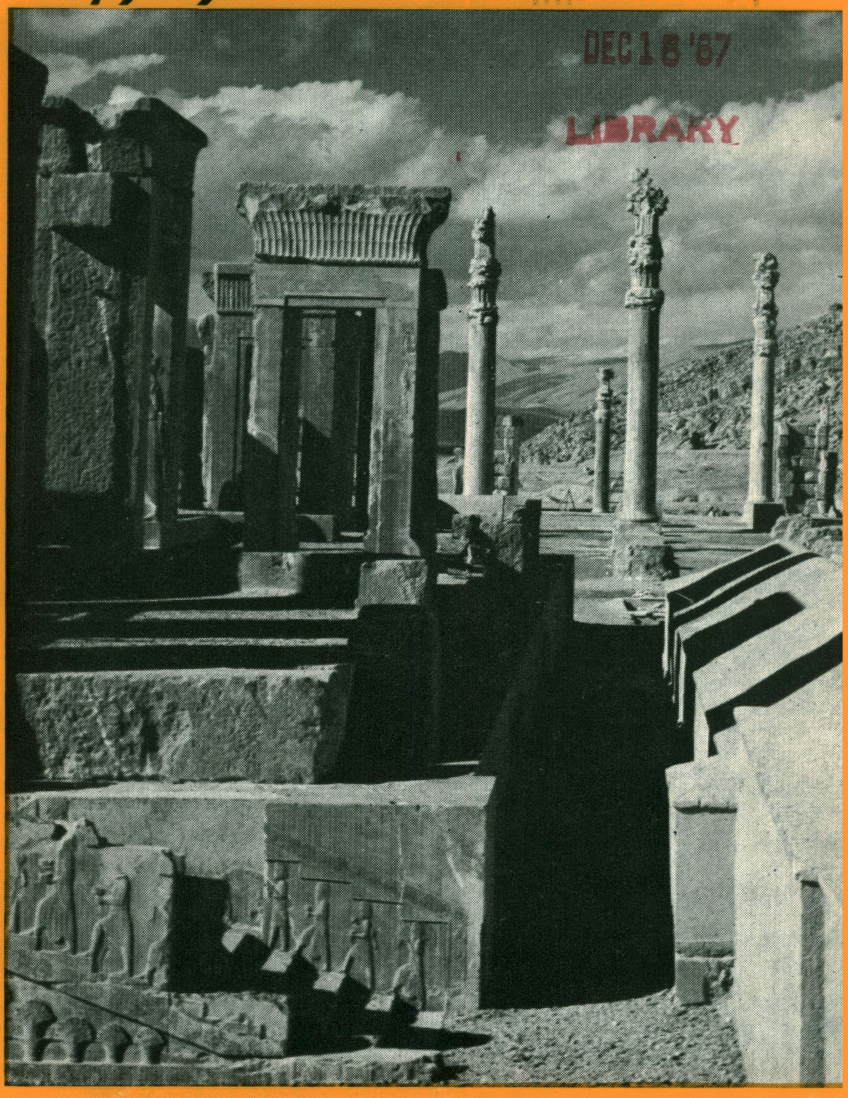

Persepolis, 1967—*Photograph by Melvin B. Summerfield*

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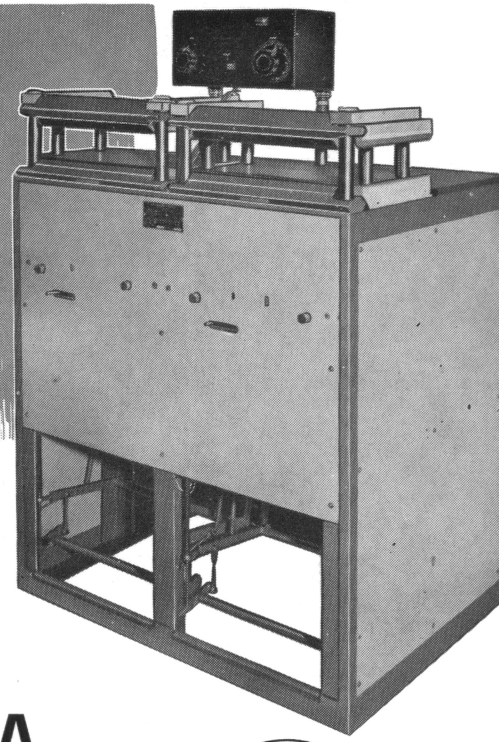

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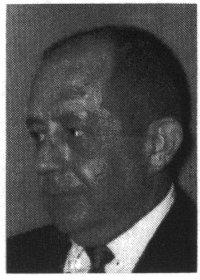
THE MEASURE OF AN INDUSTRY

By WILLIAM S. REYNOLDS, *President, Library Binding Institute*



A President of a trade or professional association is in an ambivalent position. He has been elevated to a position of leadership and responsibility which he seeks to discharge while at the same time he must fulfill all his duties as head of a business. In his own business, he can give orders which must be carried out; otherwise a business cannot operate. In a trade association no one has power to compel anything. All a trade association can do is point out to its members things which are helpful. But whether or not a member avails himself of what is offered is purely a matter of his choice. A successful trade association is thus one where the persuasion stems from the logic of what is presented.

I open this article this way because in the brief period I have been President of LBI I am struck by the tremendous scope and range of LBI programs and activities and by their importance to library binders and their library customers. As I reflect upon them, these are the things which I believe enable one to take the measure of our industry, its response to the persuasion of logic.

The first and perhaps of the most importance is the sense of responsibility which LBI members have for their customers. This is dwelt upon at more length in an Editorial by our Executive Director. What impresses me is the fact that we, as an industry, have created this attitude, and it permeates all of our individual firms. We do not realize the extent and scope of our dedication until we see the whole range of our programs. They are comprehensive, inclusive and establish a frame of operations which I think are a credit to us and a benefit to our customers.

Equally important is the fact that the relationship is reciprocal. We read statistics of the mail LBI receives, but they have no real meaning until we actually see the letters and the varied requests. They come from every state in the union, Canada and the entire world. LBI is the source of information to which librarians turn for help in resolving problems related to maintenance of materials. They recognize what LBI means to them and most of them specify LBI Standard when buying binding. This is a tribute both to the industry and the library profession.

Ours is a dynamic, growing industry. In 1952, as an industry, we did $3 or $4 million per year. Today we are at about $25 million. Growth presents problems. For the past several years LBI has devoted much of its resources and efforts to programs designed to help each member improve his own capabilities as a business manager. No phase of business operations has been neglected in our meetings in educational sessions. Finance, technology, marketing, quality control, cost controls, productivity analyses, preemployment testing, employee training, work simplification—these are some of the subjects to which we have been exposed and which have enabled us as small businessmen to have access to the knowledge and skills of the giants.

I think a great deal of our success lies in the sense of unity of ideals and goals of Certified Library Binders. We have an unusually high percentage of participation in the many surveys and projects which we undertake, some of which require not inconsiderable time and effort to prepare.

For example, we recently made a survey to find out the distribution of customers and of products. I am certain many binders found the preparation of the data time consuming; yet, we know that it is important in order to evaluate trends and, hence, we participated.

To be a Certified Library Binder is a mark of distinction not easily achieved. Libraries seek to do business with us because they know they can depend upon us. In a growing, dynamic, highly competitive industry, it is a tribute to LBI and its members that we have been able to accomplish so much for ourselves, our customers and, perhaps much more important, those who use the facilities of our libraries.

QUESTIONS SCHOOL AND LIBRARY ADMINISTRATORS FREQUENTLY ASK ABOUT PREBOUND NEW VOLUMES

With the rapid growth of school libraries, many administrators have sought to acquire more background information to help them in the purchase of prebound volumes. These are the most frequently asked questions:

Q. I get confused by terminology. What is the difference between "Prebound Books," "Publishers' Library Editions," "Trade Editions," etc.?

A. Terminology is confusing. There is a difference between "library binding" and other kinds of binding. Library binding is binding which meets the LBI Standards for Rebinding and Prebinding. Sometimes it is called "Class A." Some publishers confuse buyers by calling their volumes library binding when in fact it is not. If a buyer wants "library binding," he should specify that it meet the "LBI Standard for Library Binding" and have the Seller give him a Warranty to this effect. The buyer will then be protected by the Trade Practice Rules for the Library Binding Industry, issued by the Federal Trade Commission.

Q. What difference does it make to me as a purchaser whether I buy one form of binding or another?

A. There is a big difference in the durability of the volume, which means the life of the book. For example, a "prebound," i.e., one bound according to the LBI Standard, has the built-in strength to withstand 100 or more circulations.

Contrast this with a regular "trade edition" (normally sold in book stores), which might circulate only 18 times.

In between are trade editions which are reinforced, similar to text books. These normally may not be expected to exceed 50 circulations. They are called by different names ("library editions," "publishers' library editions," etc.)

Hence, if durability is a factor in the volume you buy, your cost per circulation or use is less with a "prebound." This is a big cost saving to a library. It is not the original cost that is important, but the *cost per circulation*, for that is the library's true cost of a volume.

Q. Where can I buy "prebinds?"

A. True prebinds can be bought from a Certified Library Binder. He will warrant your volume as to type of binding.

Q. Where can I get more information on buying prebinds?

A. Most librarians know the difference, but you can always get expert information from a Certified Library Binder who does prebinding, or from the Library Binding Institute.

Q. What about the appearance of prebound volumes? Will they appeal to readers?

A. Prebound volumes are bound in gay, brightly illustrated covers, which look attractive for the volume. Dust jackets are not necessary, and their elimination saves time and effort on the part of binder and librarian.

Q. Should all juveniles be purchased in "prebinds?"

A. Not necessarily. Usually it is simpler and more economical to do so. But the key decision is durability, and if this is a factor, the volume should be bought prebound.

Q. Can all volumes be bought prebound?

A. Practically all volumes can be bought prebound from a prebinder. This is because the normal practice is for a prebinder to purchase sheets from a publisher and then prebind. But sometimes sheets are not available, and the volumes made available are not suitable for prebinding.

Q. Should the cover outlast the inside of a book?

A. Definitely. A volume should have a binding that will stay attractive right up to the last circulation and help get the last circulation. Even poor paper will last longer in a good binding.

Q. What about service?

A. Delivery of prebinds might sometimes be slower than other books because it takes some 40 operations to build in the strength that is in a prebind. Even so, service by and large meets most library needs.

Q. Are there any Certified Library Binders who specialize in selling prebound volumes?

A. Yes. They are:

The H. R. Huntting Company
300 Burnett Road
Chicopee Falls, Massachusetts

New Method Book Bindery, Inc.
West Morton Road
Jacksonville, Illinois

Joseph Ruzicka, Inc.
New Book Division
P. O. Box 21568
Greensboro, North Carolina

Almost all Certified Library Binders will pre-bind a volume for you, but these three firms specialize in the sale of new volumes which they have prebound. Each has a catalogue of titles available to librarians and school administrators. They buy from many publishers, prebind the volumes and sell to libraries. Some will supply catalogue cards with the books or completely process the prebound books. One purchase order will enable a library to buy from many publishers.

DEATH AND REBIRTH OF A BINDERY

On June 8, 1966, a gigantic, monster of a tornado dipped out of the clouds southwest of Topeka, Kansas, and roared into the city. It laid waste a swath eight miles long through the heart of the town, devastating 1,600 residences, 800 businesses, a university, and a section of the central business district. Also in its path was the American Bindery, Inc.

The night shift at American Bindery had gone to work at 3:30 P.M., and at 7:00 in the evening, when the tornado alarms sounded throughout the city, the twenty employees working that shift went into the basement of the bindery. Since tornado warnings and alerts are commonplace in Kansas during the months of April, May and June, the employees went laughing to the basement, enjoying the opportunity of taking an unscheduled rest period. The laughter soon died, however, when they heard the express train sounds overhead.

They emerged from the basement thirty minutes later, digging their way up the steps, only to find the bindery in a complete shambles. The building that once housed 15,000 square feet of the most modern bindery facilities in the Mid-West was now in complete devastation, with only one corner of the building standing above the foundation. No one at American Bindery was injured, but the loss in property was tremendous, including all the employees' cars in the parking lot. Darkness fell within one half hour after the disaster, so stunned employees had to await the dawn to fully assess the situation at American Bindery.

The next morning at 7:00 o'clock, most of the employees who had not suffered personal losses to their homes, were at work, but where to start? Picking their way through the heaps of stone, plaster and twisted steel, they looked for their own machines and what had been their departments. At the time of the storm, there were some 50,000 library and school text books in process at the bindery, so the first order of business was to salvage these books and protect them from the weather. Surprisingly, only 3,000 books were lost beyond salvage and repair. The confusion quickly gave way to organized work parties specifically engaged in book recovery and machine recovery and repair. Kenneth Jones, president of American Bindery, found temporary plant space at a large Air Force Supply Depot building which had been vacant since World War II. That same day moving vans moved the recovered books and machinery from the debris to the new plant.

The spirit of cooperation and determination among the employees of American Bindery was best exemplified by Jones' statement, "Damn the tornadoes, full speed ahead." Jones attributes the quick recovery of his business to the untiring efforts of the employees to make order out of chaos. Every piece of machinery was stripped down part by part, cleaned, piled and re-assembled. Within one week and two days, production lines started to move again, and within two weeks, the first books were shipped from American Bindery.

Due to a superb insurance program every American Bindery customer was fully reimbursed for any lost books they had sustained, and plans for a new and better American Bindery were on the drawing boards within a week. While production struggled to get started at the old Air Force Supply Depot, the former plant site was cleared of debris and new foundations were poured to expand the plant from 15,000 square feet to 24,000 square feet. Amazingly, after only four months American Bindery began to move back into their new building, and by mid-November, 1966, the new plant was in full production.

At one time or another, every business manager has thought, "How wonderful if I

Old Building *After 1966 Tornado* *New Building*

could tear this whole thing down and start all over and do it better." With much the same thought in mind, Jones employed a management consultant firm to help him with plans for more efficient production, as well as new systems for control and expediting. When the plant opened, it was capable of turning-out 3,000 books per day, compared with the former top production of 2,400 books per day.

Now, seventeen months after the disaster, the scars and wounds are all gone, but the memory of the death and rebirth of American Bindery won't ever be forgotten by those who lived through it.

SHARON EDGE IS 1967 RECIPIENT OF LBI SCHOLARSHIP

Sharon Midkiff Edge has been named the 1967 recipient of the $1,000 Library Binding Institute Scholarship. The award was presented to her at the 86th Annual Conference of the American Library Association held in San Francisco in June.

Mrs. Edge is a recent graduate of Kentucky Wesleyan College and is studying for her Master's Degree in Library Science at the University of Kentucky in Lexington. As an undergraduate she majored in English and minored in Library Science, and prior to her collegiate career she received a number of honors, including: A National Science Foundation Scholarship, the Freshman Honor Scholarship, the Opportunities Incorporated Scholarship (for both Junior and Senior years), and the Sophomore, Junior and Senior Outstanding Scholastic Achievement Awards.

Her name has also been listed in Who's Who among students in American Universities and Colleges for the last two years. In addition, she has displayed leadership ability as an active member and officer in several student organizations.

Mrs. Edge was granted a library assistantship by the college library, and her library jobs included experience in several departments there. In the last twelve months prior to her graduation in June, 1967, to quote Mr. King, the head librarian, ". . . she has done an outstanding piece of work for us in helping to organize our U. S. Government Documents collection . . ."

After Mrs. Edge has completed her library science training, she plans to work in a college library. In fact, there is a professional position awaiting her at Kentucky Wesleyan if she decides to return.

The scholarship was established by the Library Binding Institute and is awarded annually by the American Library Association to a worthy United States resident student to further his or her library education, without regard to race, color, creed or geographical origin. The award is administered by the Library Education Division of ALA.

101 CIRCULATIONS!

HOW LONG SHOULD A LIBRARY VOLUME LAST BEFORE IT IS WORN OUT? THE MAGIC NUMBER APPEARS TO BE 101 CIRCULATIONS OR USES.

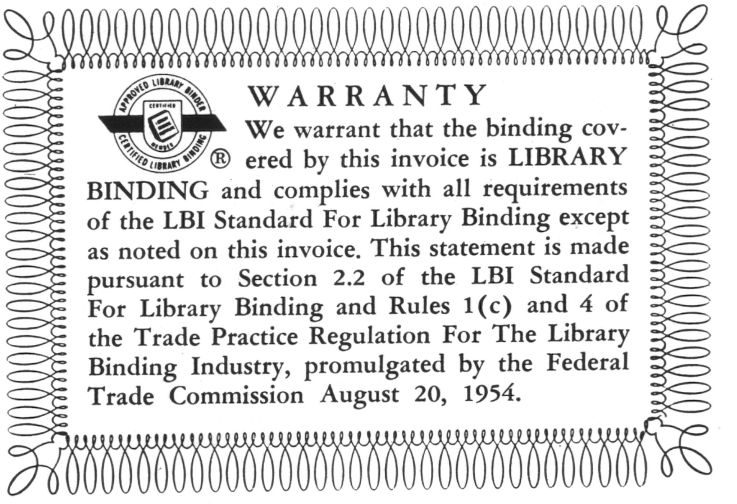
LABORATORY AND FIELD TESTING CONCLUSIVELY PROVE THAT VOLUMES BOUND ACCORDING TO THE LBI STANDARD MAY REASONABLY BE EXPECTED TO FURNISH A LIBRARY 101 OR MORE CIRCULATIONS, WHETHER THEY BE REBOUND VOLUMES, PREBOUND VOLUMES OR MAGAZINES.

FOR A LIBRARY TO BE SURE IT WILL GET LBI STANDARD LIBRARY BINDING, ALL IT HAS TO DO IS SO SPECIFY WHEN IT ORDERS. IF A CERTIFIED LIBRARY BINDER IS USED, HE WILL WARRANT ON HIS INVOICE THAT EVERY VOLUME COVERED BY THE INVOICE MEETS THESE SPECIFICATIONS UNLESS SPECIFICALLY NOTED TO THE CONTRARY.

MAINTENANCE OF LIBRARY VOLUMES TO ASSURE A DESIRED PERFORMANCE IS THUS EFFECTIVELY ACHIEVED WITH A MINIMUM OF ADMINISTRATIVE TIME AND EXPENSE BY A LIBRARY.

Three simple rules to follow in buying library binding are:

- ALWAYS SPECIFY LBI STANDARD
- ALWAYS USE A CERTIFIED LIBRARY BINDER. ONLY A CERTIFIED LIBRARY BINDER MAY USE THIS SEAL:


APPROVED LIBRARY BINDER
CERTIFIED
CERTIFIED LIBRARY BINDING
WARRANTY
We warrant that the binding covered by this invoice is LIBRARY BINDING and complies with all requirements of the LBI Standard For Library Binding except as noted on this invoice. This statement is made pursuant to Section 2.2 of the LBI Standard For Library Binding and Rules 1(c) and 4 of the Trade Practice Regulation For The Library Binding Industry, promulgated by the Federal Trade Commission August 20, 1954.

ALWAYS LOOK FOR THIS WARRANTY ON YOUR BILLING INVOICE

TITLE II OF THE ELEMENTARY AND SECONDARY EDUCATION ACT

By MARY HELEN MAHAR, *Chief, School Libraries Section, Division of Plans and Supplementary Centers, Bureau of Elementary and Secondary Education, U. S. Office of Education*

(Miss Mahar presented this paper at the meeting of the Library Binding Institute, Toronto, Canada, May 18, 1967.)

Title II came about as a result of testimony before Congress concerning the great lack of school libraries, particularly in elementary schools; and the inadequate number of books per pupil and low per pupil expenditures for school library materials, far below national standards, in elementary and secondary schools of the United States. Testimony before Congress also emphasized the inadequacy of textbook provision.

In the first year of the program, $100,000,000 was appropriated for making available school library resources, textbooks, and other printed and published instructional materials for the use of children and teachers in public and private elementary and secondary schools. In the second year, 102 million was made available. For fiscal year 1968, appropriations have not yet been made. No matching funds are required.

The three categories of materials in the Title II program are defined as follows:

School library resources are:

books, periodicals, documents, pamphlets, photographs, reproductions, pictorial or graphic works, muscial scores, maps, charts, globes, sound recordings, (discs and tapes); processed slides, transparencies, films, filmstrips, kinescopes and video tapes, or any other printed and published materials of a similar nature made by any method now developed or hereafter to be developed. Paperbook books are eligible. School library resources are processed and cataloged.

Other printed and published instructional materials are defined as exactly the same types of materials as school library resources except that they are not processed and cataloged for use. Textbooks means books or manuals intended for use as a principal source of study by a class or group of students.

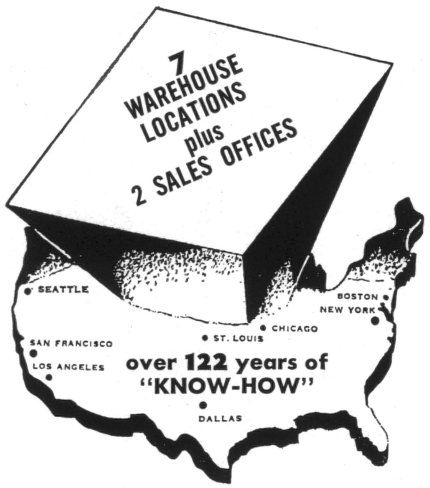
Funds available under Title II are not available for the rebinding or repair of materials, but there are, of course, many implications of importance for the binding industry.

Title II is a State plan program, administered by State Departments of Education on the basis of approved State plans. All States, the District of Columbia, Guam, the Trust Territory of the Pacific Islands, Puerto Rico, and the Virgin Islands participate. In 1966, Congress added to the program the children and teachers of the Indian schools administered by the Department of the Interior, and those in overseas schools administered by the Department of Defense. The children and teachers of the Indian schools administered by the Department of the Interior are participating, fiscal year 1967.

The State Departments of Education determine the percentage of each of the three categories of materials—school library resources, textbooks, and other instructional materials—which will be made available, and have given highest priority to school library resources. In fiscal year 1966, 45 States allocated 50 percent or more of their allotments to school library resources, and in 1967, 47 did so. In 1967, 27 States gave some percentage to textbooks, but only one as high as 50 percent of the State grant for textbooks. A low priority was also given to other instrucional materials. Materials are distributed on the basis of relative need; all State plans provide criteria and formulas for making more materials available where they are most needed.

The methods of administration vary but the most prevalent is through project applications submitted by local educational agencies to State Departments of Education. These applications may include lists of books and other materials, or types and numbers of materials, which school districts wish to order. The projects include books and other materials requested by private school personnel to be made available to them on loan.

On the basis of approved projects, in most States local educational agencies order the materials and usually have them delivered to the schools. The cost of ordering, process-



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ing, cataloging and delivery to the first point of use are allowable in the acquisition program. Books may be ordered pre-processed, or commercially processed, or the school districts may elect to do their own processing, in which case this cost is also allowable.

Many books purchased are in library bindings, and some school districts are undoubtedly ordering pre-binds, but we do not know the extent to which pre-binds are being used.

Placing an order with a jobber or publisher represents an obligation of funds, which usually must be liquidated by the end of the fiscal year following the fiscal year in which the order was placed.

It is permissible to place a substitute order in the fiscal year following the year in which an order was first placed, for out-of-print or out-of-stock materials. These substitute orders must relate to the first order, substitutions must be item for item, and they may be placed with the same vendor or a different vendor. This policy decision was made because of bottlenecks in delivery, particularly of books, because vendors were cancelling orders they could not complete, thus preventing school districts from using the amounts allotted to them.

The cancellations of uncompleted orders by vendors are caused by the fact that many school districts will not pay bills until an order has been entirely filled, and vendors are in need of capital to operate. This problem has implications for the binding industry because it affects the size of inventories which publishers are able to maintain, and the orders which they place with the binding industry.

Other Titles in the Elementary and Secondary Education Act, especially Titles I and III, also provide funds for the purchase of books, but the amounts expended are not known. Books are also purchased with funds from Title III of the National Defense Education Act, and the Vocational Education Act, but for these programs also, we do not have data on amounts spent for books. Federal programs assisting elementary and secondary education are probably tripling the amount of money spent for trade books, and this increase is bound to affect the binding industry. However, since the Elementary and Secondary Education Act is in only its second year, the full impact on the binding industry cannot be assessed at present.

THE PUNCH
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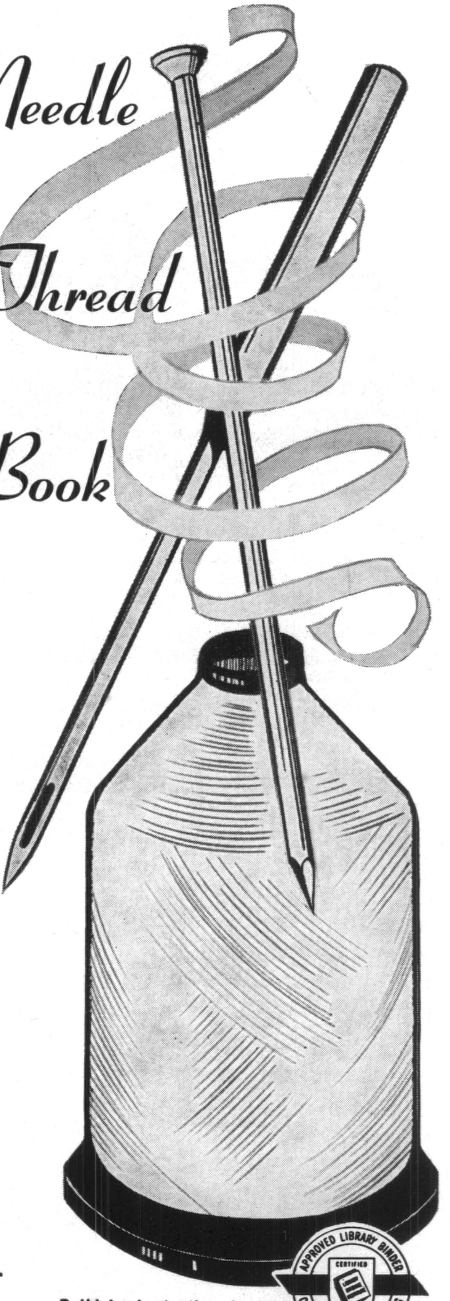
THE NEEDLE
is made for the Thread

THE THREAD
is made for the Book



Sounds like a nursery rhyme, doesn't it? Well it's no fairy tale because what we are selling is long life for books. That, in fact, is the whole idea behind oversewing.

Oversewing is the best method known for giving books strength. This we can state without qualification. To accomplish this we have spent over 40 years developing an integrated system which guarantees efficient production and lower operating costs.

To use any accessory product with the oversewing machine which has not been engineered specifically for it, just because it may be a few cents cheaper, can in the end, be a most costly experience.

That's why we recommend that you use only genuine Omcoa Needles, Punches and Threads.

Build books to the standard of the Library Binding Institute

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Gane Brothers and Co., New York and Boston

ORDER FILLERS AND ORDER GIVERS

By Dudley A. Weiss, *Executive Director and General Council, Library Binding Institute*

In discussing "The Role of Private Enterprise," Francis Keppel, writing in School Library Journal (October 1967, p. 131) comments on the functions of private industry and education in the present era of the expansion of educational facilities. He observed that "the private sector of the economy, which provided the materials for learning had a role to play beyond merely filling orders."

The purchase of library binding by libraries in the United States today has become reduced to a routine. Libraries can get durable binding meeting their needs by specifying LBI Standard. If purchased from a Certified Library Binder he WARRANTS that every volume included in an invoice meets the Standard unless specifically noted otherwise.

The mere fact that close to $25 million of library funds are expended, based on this simple and effective system, evidences the significance of the relationship of the private enterprise of the library binding industry and the American library and the degree to which Certified Library Binders have established a relationship with their library customers which transcends any concept of order fillers.

Since the private sector of our economy is expanding the scope of its marketing efforts in the education field, it is well to analyze how the present situation in the library binding industry developed. For it might well provide a precedent for other industries.

The first and underlying concept of the relationship is the acceptance by Certified Library Binders of the notion of responsibility. They, unlike other industries serving libraries, have only one market—libraries. All aspects of their relationship flow from their acceptance of a sense of responsibility. The two major areas of business, definition of products sold and how they are manufactured and marketed, have been molded by this fundamental premise.

The major product sold by Certified Library Binders is LBI Standard Library Binding, whether for Rebinding or Prebinding (formerly called Class "A" library binding). This Standard was developed mutually by binders and libraries in an effort to meet library requirements for durability of a volume.

Repeated surveys over the years have proven beyond any doubt that LBI Standard will furnish libraries the circulations they seek from a library volume. A recent study indicated that librarians seek 101 circulations from Class "A" (LBI Standard) volumes and 88 from prebounds.[1]

Laboratory and field testing indicated that volumes bound by the LBI Standard will meet or exceed these requirements.

For example, in the four areas of damage to a volume, for Rough, as distinguished from Careful and Normal handling, we note the following circulations:[2]

This result is not a matter of accident. In the library binding industry we find a set of conditions which do not prevail in the publishing industry. They include:

Specifications for materials used in binding and methods of manufacture. Manufacturers encouraged to develop new and improved equipment and materials.

Without the LBI Standard, this would not be possible. Contrast the situation in trade binding where no such situation exists,

	Circulations—Adults		*Circulations—Juvenile*	
Area of Damage	*LBI Standard*	*Trade*	*LBI Standard*	*Trade*
Hinge	**None**	**35**	**None**	**29**
Ridge	**140**	**29**	**116**	**24**
Edges	**113**	**17**	**93**	**14**
Cap	**151**	**23**	**124**	**19**

where lack of technology has been ascribed to a lack of a standard.[3]

Not all library volumes have to be library bound because durability may not be a factor. Certified Library Binders offer other bindings specifically in response to a customer's needs, such as LUMSPECS, so that complete customer requirements are met.

The methods of manufacture have been developed over the years, and are still being improved to the end that the technology of the industry keeps pace with new methods and equipment. This is apparent in the product. The reason that the Hinge is practically indestructible lies in the use of oversewing. No other method has been invented which can build strength into the volume while at the same time, if the volume is suitable for oversewing and is properly oversewn, it will open flat. A similar observation can be made for the pyroxillin impregnated cover, binders' board and endleaves.

To insure quality, the industry, through LBI, has in force an Industry Quality Control Program under which every Certified Library Binder is examined periodically by a comprehensive, in-plant inspection. Both individual and collective responsibility is thus assured every library.

Responsibility is further implemented in marketing of library binding. Acting on proceedings instituted by LBI, the Federal Trade Commission issued Trade Practice Rules for the Library Binding Industry. These reflect the purpose of the industry to establish a high level of ethical dealings with their library customers.

In addition, any library may have a volume examined by a Panel of Examiners, free of charge, by sending it to LBI.

The value of this procedure to protect libraries in their purchase of library binding is highlighted by the fact that less than 12% of public libraries have binding budgets in excess of $5,000 per year.[4]

Certified Library Binders, as a condition of certification, must carry insurance to protect library volumes in their custody. The minimun required by LBI is an all-risk policy which places a maximum liability of five times the binding price of any single volume. Where very valuable items are sent to a bindery, it is the library's responsibility to notify the bindery and special coverage is obtained, if not otherwise covered.

In recent years, the principle of Caveat Emptor has been whittled away so that, generally speaking, American industry has adopted, either on its own initiative or as a result of governmental action, a large measure of responsibility to customers. In no industry has such a comprehensive program of protection for customers been adopted as in the library binding industry, and this has been accomplished by the collective action of Certified Library Binders.

Interestingly enough, this has been achieved while at the same time the industry has experienced a dynamic growth both in sales and in output per man-hour. Between 1965 and 1966, sales increased about 22%. Between 1966 and 1967, productivity per man-hour increased 6.6% (far in excess of national average of all manufacturers).

Returning to Mr. Keppel's remark about industry being more than "order fillers," we conclude by the observation that the structure built by Certified Library Binders, through LBI, enables librarians to be "order givers" with security and that this is a happy state of affairs.

1 *Development of Performance Standards Used in Libraries, Phase II, LTP, ALA 1967, Table 9, p. 35.*

2 *Ibid. Based on Correlation of Table F (p 32) and Table 8 (p 34).*

3 *Book Production Industry, December 1966.*

4 *1965-1966 "Library Statistics, College & Universities" ALA 1967.*

1962 "Public Library Selected Statistics."

NEW METHOD EXPANDS

New Method Book Bindery, Inc., has announced an addition to its building of 14,400 square feet, all of which has been used as an addition to the bindery. Last June two new machines were installed and at the same time the bindery was completely moved to include the new section. A new employee lounge measuring 20 feet by 61 feet, has been built and is now being used, while the old lounge area is being used to increase the space in the general office and to provide space for three new private offices. In addition, three new machines are being added in the office to enable production to keep up with expanded sales.

Last but not least, a third generation computer is presently on order, and a new room, measuring 24′ x 26′, will soon be built to accommodate this equipment.

MR. LIBRARIAN: VERNER WARREN CLAPP

Reprinted by permission of D. C. Libraries *and Mr. Lee E. Grove, Author, as appearing in Fall, 1967 issue.*

He came by the office early in the day and we talked casually about authors and books and, of course, Washington associations. When he left, he invited me to come by the hotel for a drink. That was nice of him, I reflected; there must be more interstices in his schedule than I would have supposed. The day's work in the publishing house over, I crossed the Manhattan blocks to the Algonquin. We settled easily into our chairs, and again the marvelous talk rippled. Let's stretch our legs, he suggested. So we walked, at his familiar fast clip, past the Harvard Club, the Century Association, the New Yorker *offices. Why don't you come to work for the Council on Library Resources? he asked. It left me doubly breathless. Of course you won't be able to hang around the Grolier Club, but, he added, persuasively, it is a chance to come back to Washington. Night had come. The city lights had taken on that deep yellow hue. Autumn 1958 was in the air. It was a good time to say yes.*

From Christmas to Christmas, the months have grown shorter. Now they say he is leaving the council.

That Verner Warren Clapp was born in Johannesburg is one of the things about him that always intrigues people. It was more or less fortuitous, for his father, George Herbert Clapp, was an American citizen from Dover, New Hampshire, who was in the Transvaal as a businessman and in 1898 had married May Sybil Helms. The daughter of a Danish mining engineer, she had been born in Sarawak, educated in Europe, and in 1896 left her home in London to become a secretary in a Transvaal law office. VWC was born in 1901; in 1905 the family came home to the States.

The family settled in Poughkeepsie, New York, where VWC's Uncle Warren owned a drug store. Across from their home was a foundry; the friendly workmen readily answered the boy's questions, encouraging an interest in machinery which still persists. In addition to the inevitable swimming in the Hudson River there were the long hikes about Orange and Dutchess Counties. Father, a great walker, would buy bread and cheese and set off with Verner and his brother Houghton on daylong expeditions. The walks of father and sons would be paralleled years later in the camping trips of Verner and his own sons, trips taken without regard to the season.

After Poughkeepsie High School it was Trinity College, Connecticut. Following graduation there, where he captained the track team and was otherwise active in undergraduate life, he turned to the Library of Congress for summer employment. In the autumn he enterd Harvard University for graduate work in philosophy; came spring again, however, and he was once more racing through the corridors of the Library, beginning in earnest the career there that was to last for more than a quarter century.

Perhaps on the theory that manuscripts precede books, his first assignment was to the Division of Manuscripts, cataloging collections. One such collection still provokes shudders. It comprised the papers of Reverdy Johnson, a Senator from Maryland and an Ambassador to the Court of St. Jame's. His penmanship was so wild that his correspondents would sometimes write to his secretary: what did the letters say? With characteristic impetuosity, VWC catalloged three collections that summer. One was customary.

Five years' service as a reference librarian in the Main Reading Room followed. It prepared him to become the first head of the Congressional Unit, organized at this time to provide special services for Members of Congress.

Dorothy Devereaux Ladd, petite and brown-haired, was assistant book buyer at Woodward & Lothrup, the department store, when Verner met her. A year and a half later, August 24, 1929, they were married. Another bookish event was to follow.

The Library of Congress was in a state of excitement at the prospect of acquiring Dr. Otto H. F. Volbehr's collection of fifteenth-century books. A measure providing for a special appropriation to purchase the collection was introduced in the House of Representatives, and hopes rose and ebbed with almost tidal regularity as the bill followed its legislative course. In the end the national library was enriched by 3,000 incunabula, including the St. Blasius-St. Paul

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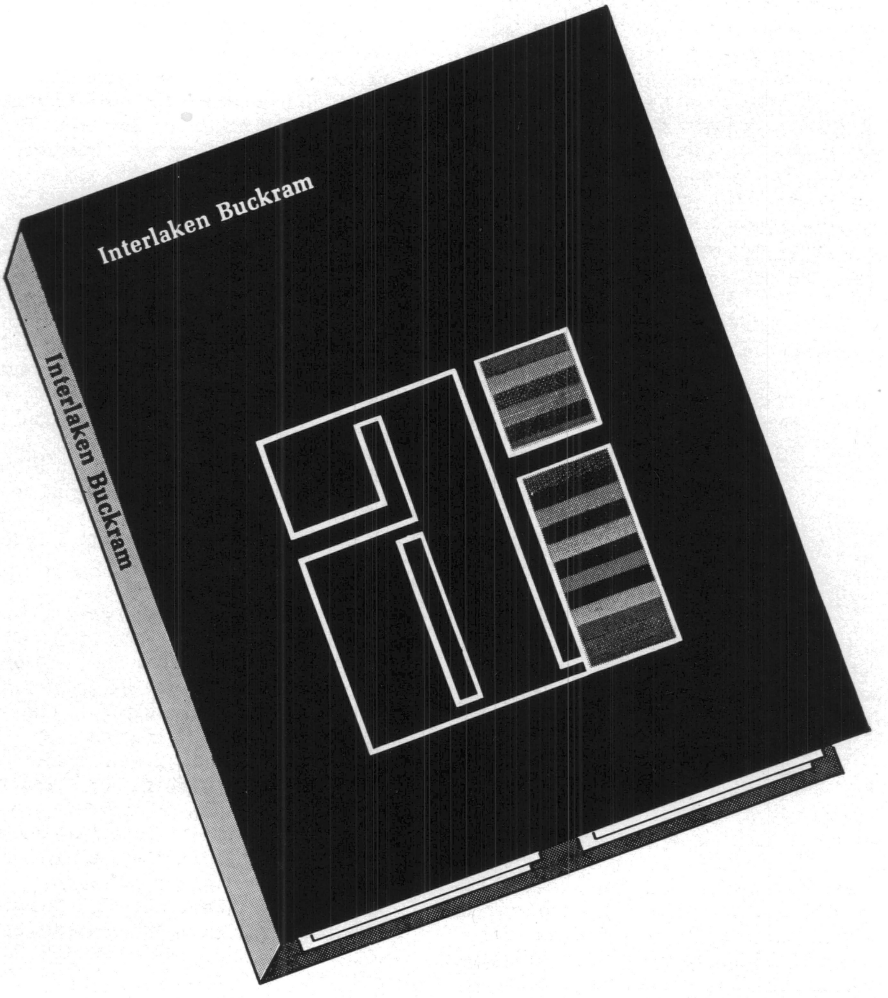

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Verner Warren Clapp

copy of the 42-line Gutenberg Bible on vellum. Sharing in the fervid interest was VWC, in 1930 about to become a father for the first of three times. Years later, David Chambers Mearns, friend and longtime associate at the Library, was to wonder what other man ever read Ludwig Hain's *Repertorium,* that standard bibliography of incunabula, while waiting for an event to occur in a hospital delivery room. Mearns was there at the hospital for a similar reason.

The following year, 1931, VWC was named Special Assistant to the Superintendent of the Reading Room, and it was about this time that he and Mearns investigated the various early locations of the Supreme Court. It was also during this period that VWC prepared a finding list of books on the Library shelves which had come from Jefferson's personal library. (The list was to prove valuable years later when Miss Millicent Sowerby prepared a monumental catalog of the third President's library, purchased by Congress in 1815.) These and similar projects were the beginning of the bibliography of VWC's writings, which must approximate 150 items, including a book *(The Future of the Research Library, 1964).* Participation in the cataloging of President Coolidge's books in the White House and the library of Justice Oliver Wendell Holmes, then recently deceased, were among other adventures of the period.

The Clapps in 1936 moved from smaller quarters to the spacious gray frame house they still occupy in Chevy Chase. Over the years the hospitable house has become familiar to many librarians, "domestic and foreign," but few are aware that the handyman-host during a three-year period, without help, removed enough earth, bucket by bucket, to allow for a full-sized basement.

Promotion to Assistant Superintendent of the Reading Room came in 1937. When in 1940 the Library was reorganized into five departments, VWC was named Director of the Administrative Department. Though he habitually uses an envelope for a billfold himself, he modernized the institution's fiscal procedures. When, three years later, the Acquisitions Department was organized, he was appointed director.

Britain, when the Second World War broke out, had sent the Lincoln Cathedral copy of Magna Carta to the Library for safekeeping. When the United States became involved, this document, the American Declaration of Independence, the Articles of Confederation, the Constitution, and some other material were sent to the Bullion Depository at Fort Knox, Kentucky. VWC made the arrangements, accompanied the Secret Service men during the transfer, and was responsible for protection of the material from harmful atmospheric conditions. This was but one of his wartime activities. And when in 1945 the organizational conference for the United Nations was held in San Francisco, he was detailed to set up a temporary library for the delegates. This was the origin of the U.N. Library in New York. In San Francisco, too, he participated in the coordination of the feverishly hurried printing of the U.N. Charter in five languages. A mission to Europe followed. There, apparently, the personal charm which had for so long captivated librarians and children alike was effective with the Soviet Kommantdatura in Karlshorst, for within a week arrangements had been made for the release of more than $100,000 worth of materials held on prewar orders of more than fifty American libraries by booksellers in Russian-occupied Leipzig.

In March 1947 VWC was named Chief Assistant Librarian of Congress. In December he headed a two-man mission to Tokyo to advise on the establishment of a library for the democratized parliament. Within two months he and his elderly colleague, the late Dr. Charles Harvey Brown, completed their mission. Plans had been drafted for the

National Diet Library, and legislation for it was enacted. Their achievement brought an invitation to lunch with and praise from General MacArthur, Supreme Commander for the Allied Powers, and from the Foreign Minister, Mr. Hitoshi Ashida, a fortnight later elected Premier. Japanese librarians are still numbered among VWC's correspondents.

VWC had come to the Library of Congress when Herbert Putnam was Librarian. Putnam had been followed by Archibald MacLeish; the poet, by Luther Harris Evans. Now it was Evans' turn. When the forceful Texas resigned in July 1953, VWC became Acting Librarian. He served in this capacity until September 1954, when L. Quincy Mumford was named Librarian, and then resumed his duties as Chief Assistant.

Early in 1955 Dr. Louis B. Wright, Director of the Folger Shakespeare Library, was host to two conferences of librarians. Their purpose was to consider "the best means of solving some of the critical problems facing research libraries: the application of scientific knowledge to library needs; methods of insuring cooperation between institutions and groups of scholars engaged in related undertakings; problems concerning the procurement and distribution of research materials; the compilation and dissemination of bibliographical information; and a vast complex of other technical desiderata of growing concern to research institutions." The quotation (from *The Folger Library, a Decade of Growth,* 1960) aptly summarizes the situation which led in September 1956 to the organization of the Council on Library Resources, Inc., at the instance of the Ford Foundation, which made a substantial grant to support the council's work.

Verner Clapp was invited to head the council. With characteristic enthusiasm he plunged into the work. It was work ideally adapted to him, for it offered opportunity to seek solutions to problems challenging his beloved profession, and it offered scope to his inventive, imaginative mind. It had long been his habit, when he wished to talk with a colleague, to jump up and go to him, rather than to invite him to his office. In the years at the council he has frequently jumped up, been tireless in going to men and meetings: asking, listening, suggesting. This and the encyclopedic knowledge of the library world derived from omniverous reading have resulted in achievements by the council too numerous to catalog here.

Such is a brief sketch of the recipient of the American Library Association's Joseph Wharton Lippincott Medal for distinguished service to the profession of librarianship and of honorary membership in that organization and in the District of Columbia Library Association, of which he has long been a hard-working member. "Librarian's Librarian," the Association of Research Libraries has dubbed him.

Now they say that the president of the Council on Library Resources is retiring; but it is not retirement, only transition. The absorption in his profession, the wide-ranging, productive mind are not retiring any more than are the impish grins and merry hoots. The library world has not heard the last of him.

CHIVERS BINDS BOOKS FOR VATICAN

Franklin R. Brown, Vice President of Chivers Book Binding Company, Staten Island, is shown above handing over to Mr. Joseph Gangone of the Paulist Press two specially bound volumes of Rev. James A. Clark's *The Church and the Crisis in the Dominican Republic.*

The Paulist Press had requested Chivers to produce the two books for the Apostolic Delegate for transmission to Pope Paul and the Secretary of State, Cardinal Cicognani. The copy for Pope Paul was bound in white sheepskin, while that for the Secretary of State was in red-morocco. Both volumes were hand-tooled in gold with hand-embossing.

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BARNSTABLE'S STURGIS LIBRARY ONE HUNDRED YEARS OLD

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"It is just a small country library situated half way out on the long arm of Cape Cod, but it has a large claim to fame as the library with the oldest home in America."

This description is taken from an article written by the late Donald G. Trayser, former newspaperman, one-time county official, but best known, certainly, as Barnstable's principal historian.

The place he was describing is Sturgis Library which recently celebrated its 100th year in its 323-year-old home, the old Lothrop House, birthplace of William Sturgis.

The library came into being through a grant from Captain William Sturgis, who died at the age of 81, leaving $15,000, together with his childhood home, in trust for a public library for Barnstable's townspeople.

Reading Mr. Trayser's monograph, "Barnstable: Three Centuries of a Cape Cod Town" (Hyannis: 1939), there are many references to the Sturgis Library, particularly to the building. The House was constructed in 1644, as a home for the Rev. John Lothrop, who, along with his flock, founded the Cape's second oldest town in 1639. It served as a meeting house for Lothrop's congregation. The main reading room in the library today is called the "Lothrop Room" and is the repository for Rev. Lothrop's Bible, brought to the colonies in 1934, after the good Reverend was released from an English prison and allowed to lead his religious dissenters from the Mother Country to the freedom of Massachusetts.

Sturgis Library

The "Lothrop Bible" is one of the library's greatest treasures.

The history of the house which was to become Sturgis Library is well described by Historian Trayser, once a trustee of the Library, in his writings.

"While the house was still young . . . wrote the historian, "it was the birthplace of a child named William Sturgis in 1872. His father, a soldier of the Revolution and a master mariner, was killed by privateers in the West Indies when William was only seventeen. The family was poor, and William, after his father's death, went to sea as a common sailor before the mast.

"Like many Cape Cod youths of his day, he rose quickly to command of a vessel . . ." wrote Mr. Trayser.

"In time Captain Sturgis became a shipping man himself, and earned a comfortable fortune in the China trade," Trayser continued. "He served in the Massachusetts Legislature and was a distinguished figure in Boston.

"But his old Cape Cod home was still on his mind. Shortly before his death he returned to Barnstable, bought the house in which he was born, gave $15,000 for an endowment, and established a public library for all the people of his native town."

Along with the endowment came a display of Captain Sturgis' own nautical books and tomes from his own library. The endowment was administered over the years and the library grew. In 1948, "Friends of Sturgis Library" associated to help the library financially and otherwise.

Mrs. Lois M. Perry, a friend of the library and one of its trustees, delivered a talk on Sturgis Library some years ago in which she stressed the importance of Sturgis to the people of the town.

One remembrance she noted was that of her father, the late Francis Maraspin, who died at 101 years of age last Summer.

"Father often thought his lifetime love of reading and constant search for knowledge whech he . . . (enjoyed all his life) was the result of his boyhood association with

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the library," said Mrs. Perry. "As Father explained to me, the average family in the town in his early days owned very few books —their entire home library consisted of not more than 10 to 20 volumes including the necessary school books.

"You can easily understand," she said, "what the Sturgis Library would mean to a child, or any of the townfolk, for that matter; in those days, to be able to pick and choose amongst thousands of volumes in the library must have been a luxury indeed."

The title of Mrs. Perry's speech was "Footsteps in the Past." Among these "footsteps" she notes that the original trustees were "intructed to tear down or repair or enlarge as they saw fit, any of the buildings . . . or erect a new one." But after Captain Sturgis' death in 1863, she said that they decided to convert part of the old Manse into a library reading room and part into living quarters for the first librarian, the Rev. Thomas Weston, and his family. Even into the 1920's, the library was reserved in part as a living room for Librarian Elizabeth Nye, who retired in 1948, after 54 years service.

Speaking of changes, Mrs. Perry said of the ancient home: "It had lost its hip roof and had become a two story Colonial house. The kitchen bedroom had been transformed into a travel library . . . and two stories on the west side made into a library hall. This large room . . . was the main library, but the books overflowed into the rest of the house. Biography lived in the vestibule; essays covered the dining room walls; the little bedroom was a sea captain's retreat on navigation and travel . . .

Today, the library still has its colonial charm but is more recognizable as a library. With the vast increase in numbers of volumes, efficiency has dictated more orderly, more "library-like" arrangement.

But the simple, old fashioned atmosphere is still there. Along with this charm is a large collection of Cape Cod literature, including an original Freeman's History of Cape Cod; Simon Deyo's History of Cape Cod; the largest genealogical collection on the Cape; a complete file of the 337-year-old weekly "Barnstable Patriot;" Plymouth Colony records; and a memorial collection of William G. Cummings on sailing and boating.

And keeping up with modern trends, the Sturgis Library contains what has long been tradition with them—a Children's Hour, run once a week during the school year.

The casual observer passing Sturgis Library over the same road used first by King's men in one era, and then by Barnstable Patriots in a more glorious time, must admire the place, thinking it just another ancient colonial homestead, with foundations and wooden planks steeped in history, but with no living continuing significance.

The old majestic mulberry tree which guards the front door of Sturgis is long dead; its roots sunk deep in historic ground.

But the living monument that is Sturgis Library is far from a museum, far from a relic of the past. Its roots are deep in Barnstable's history, true. But its books and thoughts are very much a part of the town's present and its future.

500,000th TELEPHONE

New Method Book Bindery, Inc., was the proud recepient of the 500,000th telephone to be installed in Illinois by the General Telephone Company. The need for additional telephones was prompted by an expansion move at New Method to handle increased business and additional employees. After the actual installation of the phone, an engraved gold plate was affixed to the instrument, noting its significance. Shown above from left is: Al Bateman, District Commercial Manager of General Telephone Company; John Blaska, Serviceman, General Telephone Company; Robert Sibert, President, New Method Book Bindery; and Lawrence D. Sibert, Chairman of the Board of New Method.

RICHMOND COLLEGE APPOINTS STEPHENS LIBRARIAN

Irlene Roemer Stephens is the chief librarian, with the rank of professor, of the new graduate unit of the City University of New York—Richmond College, to be located on Staten Island. She is now active in recruiting a staff and in developing book, periodical, and audiovisual collections for the library of the college, which will open next September. Richmond College will be the fifth major unit of the City University of New York, the others being the City College of New York, and Hunter, Brooklyn, and Queens colleges. A sixth college is also being planned.

Mrs. Stephens has earned a bachelor's degree with chemistry and biology majors, a master's degree in education from Rutgers University, and a master's degree from the school of library service, Columbia University (1953). She has completed her course work and qualifying examinations for the doctorate at Columbia, and is presently working on her dissertation. She also has taken advanced work in chemistry, biochemistry, pharmacology, and statistics.

She comes to her new position immediately from Columbia, where she was a teaching assistant and associate in library service in the fields of technical services and cataloging and classification during 1965-66. Prior to that she was director of the South Orange (N. J.) public library. Earlier positions included directorships of the libraries of Bristol-Myers and the Celanese Corporation of America. She was a biochemist and assistant to the director of research at Schering Corporation. She has taught chemistry at Brooklyn Polytechnic Institute.

Mrs. Stephens is the author of many articles and parts of books on pharmacology, biochemistry, foreign and domestic patents, nomenclature, special vocabularies in various fields, literature searching, technical writing, indexing and abstracting, and other areas. She has been a consultant to technical, medical, and other scientific agencies, and has been active in library and scientific associations.

During the past two years she has worked with the writer of this sketch on a variety of projects, including surveys of college, university, public, state, and special libraries, as well as co-editing a U. S. Office of Education project, "Conference on the Use of Printed and Audio-Visual Materials for Instructional Purposes" (issued last fall), and the forthcoming volume, LIBRARY SURVEYS (papers presented at a conference at Columbia in 1965), which will be published by the Columbia University Press in May of this year. This conference was co-sponsored by the ACRL Committee on Library Surveys.

Mrs. Stephens assumes her new assignment facing a complete spectrum of problems, but her experience in resources development and evaluation, technical services, readers' needs and services, building programs, and general trends in information storage and retrieval should stand her in good stead. With her strong background, a cordial personality, scholarly outlook, ability in getting along with and supervising people, a great sense of responsibility, and amazing industry, Richmond College has found a librarian who may very well accomplish an impossible task.

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EUROPE THROUGH THE EYES OF A BINDER

As related by Mr. Arnold Glick to Martin A. Summerfield

When Arnold Glick and his wife, Ruth, began their European vacation last summer, they did not anticipate the pleasant times they were to encounter as a result of his being a bookbinder, nor the exciting memories which would be invoked later. As it turned out, the experiences they shared with his fellow craftsmen in Europe will long be remembered.

Among the first stops during their month's vacation, was a visit to the Dunn and Wilson Bindery in Falkirk, Scotland. Some years before, in 1961 to be exact, three of the managers from Dunn and Wilson, Ltd., had visited the Glick Bindery and had learned much from their American counterpart. When they heard of the impending Glick visit, they hastened to repay his hospitality.

Mr. Glick observed that Dunn and Wilson is a large and impressive operation, employing about 400 workers, the majority of whom are women. Each of the female workers wears a smock-type shirt which gives the appearance of an orderly and well-managed operation. Although the work turned out at Dunn and Wilson is of good quality, the machines being used for the sewing operation require different methods of preparing the materials than is required by the oversewing machine which is used extensively in the United States. Mr. Glick believes the reason for this lies in adherence to tradition as well as the much lower pay scale which exists in Scotland. The matter of tradition was present throughout most of the places visited by the Glicks. Unlike most American binders, Dunn and Wilson does some restoration of books.

Proceeding from Scotland, the Glicks stopped at the British Museum in London. Here they found an efficient bindery, which not only binds library books, but also does a great deal of restoration work and fine leather binding.

From London, the Glicks went to Paris where they encountered two experiences completely contrasting in nature. The first occurred when they were taken by a friend to meet Monsieur Devauchelle, "relieur d'art." Here was a fascinating man—a fine binder and a true craftsman of the old world. In his little shop, Monsieur Devauchelle works with his son and two or three employees doing fine binding. On the wall was a long and large board on which were hung approximately 6000 tools, all of which were used regularly by this master craftsman.

Although there was some communication problem between the two men, since neither spoke the other's native tongue, Monsieur Devauchelle succeeding in relating to Mr. Glick the fact that he had written a complete three volume history of bookbinding, entitled, "La Relieur En France" (The Bookbinder In France). This was a limited edition of about 300 copies, and Mr. Glick was fortunate enough to be able to purchase one of the last remaining copies.

Another binder who had visited Mr. Glick in the United States not too long ago, lived in Paris. Rather than concentrating on the more traditional methods used throughout the rest of Europe, he was a believer in the principle that modern bookbinding machinery could and should be introduced into France, so that books may be rebound efficiently, economically and in quantity. Moreover, he hoped that some form of specifications could be adopted, possibly similar to the LBI Standard. This process of modernization is already beginning through the importation of our more advanced machinery.

After visiting several other places of interest in Europe, the Glicks arrived in Florence, Italy. Prior to their trip and knowing that they would be visiting Florence, Mr. Weiss, Executive Director of the Library Binding Institute, asked them to stop at the city library.

The reason for this request was that Mr. Weiss and the library in that city had been corresponding with one another concerning the books which had been damaged during the floods in that city two years ago. The Library Binding Institute had suggested that some of its members aid the City of Florence in rebinding the books which were damaged during the flood, and Mr. Weiss hoped that Mr. Glick could evaluate the situation more

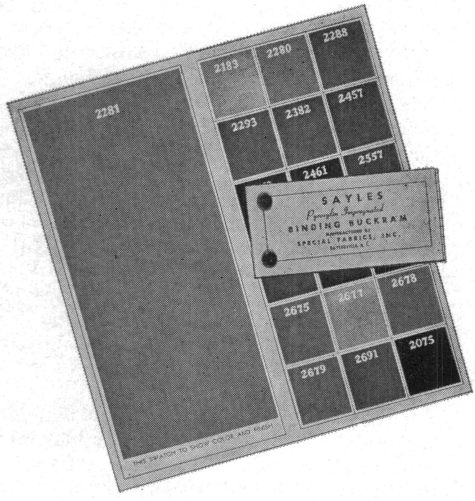
carefully in person than could be done by mail.

Upon arriving at the Biblioteca Nazionale Centrale in Florence, Mr. Glick was met by Dr. Luigi Crocetti, a librarian, and Mrs. Bona Morandi, Deputy Director, who showed him around. Mr. Emanuele Casamassima, Director of the Library, was officially on vacation and was, therefore, only available for a few moments to meet the Glicks. At the library itself, an entire reading room has been turned into a restoration room. Some binding was also being done, but the majority of work was restoration of the damaged books, a project which would take many years to complete. Two men from the British Museum, Mr. George Jolly and Mr. Frank Tushingham, were busily treating the paper through the use of chemical and bio-chemical techniques. They had been loaned to the City of Florence specifically to help in the restoration project. Fortunately, most of the material was not damaged beyond repair, but the time factor was indeterminable.

Needless to say, the people at the Library were pleased that the members of the Library Binding Institute would offer their services to this project. The city would merely ship the books in small lots to designated binders here in the United States, and after rebinding, we would ship them back. The only cost to the city of Florence would be for transportation. There were, however, two qualifications which Mr. Glick felt should be followed in shipping the books, and these were: (1) sending only books which had paper suitable for oversewing and (2) sending books which had sufficient margin to enable oversewing. Now only the final details must be ironed out before the Library Binding Institute actually embarks on the project.

The last bindery-related stop by the Glicks was the Vatican. Mr. Glick, through his association with Monseignor Field from Seton Hall College, was introduced by way of letter to Sister Francesca at the Vatican. As a result, he was able to visit the small bindery there, which was mostly concerned with restoration, and to ge guided through some of the inner rooms and the Vatican Gardens. Before leaving, the Glicks even attended a private audience given by the Pope to a Pilgrimage from Yugoslavia. Needless to say, this was among the more memorable experiences of the trip.

The Glicks enjoyed their European vaca-



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tion, especially the visits to the different binderies. It gave them a chance to compare not only the quality of work, which in most cases was adequate, but probably not quite up to the standards of the American bindery, but also the methods used to obtain the end result. The concentration on restoration of books in Europe is far greater than in the United States, and the binding methods being used there are far more traditional.

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Upper left: R. G. Garner, Manager; Lower right: Roy Lewis, Supervisor

COUNCIL FORMED ON LIBRARY TECHNOLOGY

The formation of a national council to promote and coordinate training programs for middle-level technicians to assist professional librarians has been announced in a 40-page report just released by John B. Nicholson, Jr., director of the Library Technology program at the Catonsville Community College.

The council is the outgrowth of a national conference on library technology which was sponsored and directed by the community college and held in Chicago late in the spring.

Library technology is a new program, Mr. Nicholson explained, designed to train clerical and semi-professional library workers to relieve professional librarians from routine tasks and to meet national shortages in library employees.

Forty-six such programs are under way in the United States and Canada, and many more are in the planning stages.

The Catonsville college has been among the pioneers in this field and the program is now in its third year of operation. The Chicago conference was the outgrowth of an earlier Maryland conference conducted by Mrs. Florence C. Wilmer and Dr. Paul L. Johnson at Catonsville.

The new national Council will be operated by a three-member committee, Mr. Nicholson reported, and will plan for workshops to be held in the eastern and western portions of the country within the next few months and for annual conferences in 1968 and 1969.

The major tasks which the new council hopes to undertake, according to the Nicholson report, include the development of clear job descriptions, including civil service ratings, and criteria for the employment of library technicians; the coordination of course sequences and curricular content among the various programs offered.

Also, cooperation with the Library Education Division of the American Library Association and other professional library groups in the establishment of standards and guidelines; and the dissemination of information to the public and prospective students.

SINGAPORE USES LBI FILM "THE ART THAT BINDS"

The library at Singapore (shown above) which purchased a copy of the LBI film "The Art that Binds," is using it as part of a continuing and most modern program of library education. The film is also being used in that country in the field of industrial education.

A SHORT HISTORY OF BOOKBINDING

Reprinted by Permission of The Publishers' Weekly, *as Appearing on September 2, 1922*

This historical survey of bookbinding methods was written prior to the centenary of the date when cloth, the most common of all bookbinding materials, first came into use. It was prepared at the request of The Publishers' Weekly by the research department of the Interlaken Mills of Providence, Rhode Island, well-known producers of modern book cloths.

It was one hundred and forty-five years ago, in 1822, that Archibald Leighton effected the improvement of bookbinding by substituting cloth for boards. Prior to his innovation, publishers issued all their larger editions in boards—that is, binder's board, covered with paper, a method lacking both in style and durability.

Leighton purchased calico, which he dyed and calendered. Calico was not as well adapted to the binder's purpose as modern book cloths, as the web of the material was unpleasing to the eye and to overcome this defect, the covers were stamped to get a grain effect. Subsequently it was the custom to put an embossed design on the cloth. With these improvements, cloth binding became highly popular.

In 1832 Leighton and a linen draper, named Wilson, had cloth specially prepared to permit stamping the title and other devices on the cloth in gold leaf. Before this improvement the cloth would not take the gold leaf, making it necessary to use a paper or leather label. Not until 1841 was there a binder's cloth maker. Prior to that year, to get suitable cloth, the binders had to utilize separately the services of the weaver, the dyer, calenderer and sizer.

Archibald Leighton was a member of a family which established a bookselling business in London, in 1798, carrying on bookbinding in connection with it, as was then a general practice. The business continues under the title of J. & J. Leighton, Ltd., celebrated dealers in rare books. The Kelmscott editions of William Morris were bound by the Leightons. This introduction of cloth brought into use the more widely useful of all book binding materials and was an important step in the long history of book preservation.

Wherever, at the dawn of civilization, books were made by pens, by stylii or by brushes, the necessity for binding the records was immediately obvious. In India books were made of writings lightly incised on both sides of palm leaves by bone or metal stylii, the incisions being filled with pigments. The palm leaves were cut to uniform size, and strung at both ends on cords thru holes punched in the leaves. This effective style of binding has been in use from time out of mind down to the present day. If a Hindu book collector was luxurious in his tastes, he placed his corded volumes in carved wooden, ivory or silver boxes to preserve them from attack by insects.

The Assyrians, in addition to the use of papyrus and palm leaves, also used clay on which to record legal documents and other records which they wished to make permanent. When a record on hardened clay was required to be conveyed from one place to another, the Assyrians put a cover on it. They took moist clay and rolled it to the required size and thinness, usually about 3/16 in. thick, and wrapped it around the baked clay record, incising a label and address on the thin cover, which, as it dried, effectively "bound" the record. Great numbers of documents thus protected have been unearthed. These are the oldest bindings in existence, and many of them have preserved their contents in perfect condition from four to five thousand years.

The first binding method used in Europe came to the Greeks and the Romans from Egypt with the papyrus plant. Egyptian books were written on rolls of papyrus. The rolls were usually from seven to nine inches wide, but sometimes as wide as sixteen inches, and of variable lengths. One roll measuring one hundred and forty feet is exhibited in Turin, and another in the British Museum is one hundred and thirty-three feet long. Binding these rolls was a simple matter. At the head of the roll a round piece of wood was attached, as on our wall maps. As the writing progressed, the papyrus was wound around the headpiece, called by the Latins an *umbilicus*. When the record was completed a foot piece was attached, called a *cornus*. To the latter was attached a parchment label containing the title of the book and the name of the author. This label and the inscriptions on Assyrian "pie-crust" covers

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were the earliest binder's labels. The roll, thus described, was called a *volumen*—hence our word volume. Collectors of wealth substituted carved wood and ivory and embossed silver or gold instead of the ordinary wooden *umbilicus* and *cornua*. The volumes were tied to prevent unrolling, and kept on shelves, if ordinary editions, or in a book box called a *scrinium*, if of more cherished editions. There was ample opportunity for the gratification of luxurious collectors in this method of binding.

Bindings for folded books were first used in China, many centuries earlier than in Europe, because the Chinese were the first to make books in folded form. They were the first to bind books in signatures and stitch the signatures thru the back, substantially as they and we do now. These books were bound by their purchasers in various ways—in wood covered with leather or silk; but popular editions were distributed stitched only, without covers.

The first reference to bookbinding in Europe is found in Homer's "Iliad" (the quotation is in Pope's translation) :

"The dreadful token of his dire intent
He in his *gilded tables* wrote and sent."

These "gilded tables" were framed tablets of ivory, thin metal or thin wood, coated with wax on both sides, answering the purposes for many centuries of our school slates, which they resembled in appearance. Usually two of these tablets were hinged or corded together, and protected by a cover fastened on the backs of the tablets, but books of as many as five tablets have survived. One was found not so long ago in a gold mine in Rumania on which the writing, done in A.D., 169, is still legible. These tablets, when bound together, were called *diptyches*. They were a favorite form of present, and much wealth was expended on covers of carved woods and ivory or engraved or embossed silver and gold.

For ordinary use the binding was of wood, covered with tanned skins of various kinds. Thus, for centuries, during which literature was marketed on papyrus in rolls, there existed numerous craftsmen called *compactores* or *librorum concinnatores,* making and adorning *diptyches;* also, we may suppose, adorning the covers of papyrus volumes or rolls. Numerous references to these craftsmen are found in the Greco-Roman classics. In the time of Cicero, when yet the Christians were a despised sect, the rich collectors of rare books and *diptyches* emulated each other in heavy expenditures for luxurious bindings and covers. During the middle ages we find frequent references to presentations of richly bound copies of the Scriptures. Thus in A.D. 861 a Count of Fruili bequeathed to his children his Bible bound in wrought gold and divers precious stones. Bookbinders as craftsmen, as well as monks in monasteries, appear to have had ample employment during the Middle Ages.

When typography was invented, the first printed books were bound heavily in thick boards, covered with leathers of various kinds, reinforced with metal corners, closed with metal clasps, and frequently bearing chains, with which they were secured to shelves in churches or schools. With the multiplication of printed books, the bookbinding guilds flourished greatly. About half a century after the invention of printing, the reading public had increased so that there was a demand for cheaper books. Then, as now, the cost of binding was a chief item of expense in book production. To meet the demand for cheaper editions, the best the printers of that time could do was to bind in limp vellum. If the books were large, as most of them were, ties were attached to the vellum covers, for if the books were not tied when not in use the covers would curl uncomfortably. When Morris brought out his Kelmscott editions in mediaeval style in 1890, he used these limp vellum covers, with ties with handsome effect. The first printer who issued small-sized popular editions was Aldus Manutius of Venice. His duodecimos of 1499 were bound in vellum, with a stiffener of binder boards, by which he evaded the use of ties.

It is a surprising fact that for at least three centuries before the invention of printing, stamped leather bindings were being made in Europe, many of them highly elaborate in design. This was, of course, a method of printing, and required, as well, great skill in metal engraving, and the use of a press for embossing the leather. Bookbinding had, in fact, reached perfection as an art and craft long before printing had been invented in Europe. The earliest picture of a bookbinder is that engraved by Jost Amman and printed in Frankfort-on-Main in 1568. In this picture, all the appliances used by the fine binder of our time are clearly drawn. All that has been added since is the benefit of edition binders—the power cutters, stitching and sewing machines, etc. And doubtless the limners and those who were wont to bind and

sell books in London were using the same appliances that Amman depicts when, in 1403, they petitioned the mayor and aldermen to be incorporated as a guild. It is not much more than half a century since the first power paper cutter was introduced. Its first name was guillotine, after Dr. Guillotine, who invented the machine for cutting off aristocratic heads during the French revolution, and thus gave a manufacturer the idea of adapting it to cutting paper.

The period in which limp vellum covers were used for popular editions was followed by one in which a much cheaper form was used—binder's boards, covered with strong paper. The binder's board period was ended by the advent of cloth bindings as related above. Binder's cloths have aided in making books more popular and in spreading education. A book in limp vellum is a luxury today. A book bound in boards is impermanent, and requires rebinding, if it is worth preserving. The Interlaken Mills, and others who are specializing with such admirable results in the manufacture of book cloths, have enabled the publishers to offer to the public bindings of durability and attractiveness at low cost. These cloths are attractive in themselves, with an endless range of colors and textures, and if it is desired to embellish them there is no reason why cloth bindings should not be made highly artistic. This lies entirely with the artists who design the ornaments and the lettering —the cloths offer them an entirely satisfactory medium upon which to work.

The earlier book cloths were confined to solid colors in which the fabric was entirely covered with starches, gums, coloring matter, etc., which made it possible with the smooth, colored surface to emboss, with engraved rollers, patterns which somewhat resembled leather and gradually other patterns were developed, giving character to the material which provided the artisan a better field to work upon when designing covers. These cloths, with their solid, rich coloring in any shade known to the aniline dye manufacturers, are still the finest of all grades of book cloth.

As the public became familiar with the book cloth bindings for the better class of books, a demand sprung up for a cheaper material for more general use, so a lighter cotton fabric was used, filled with starchy materials with a smaller amount of dye and while the fabric is completely filled to prevent the glue in the binding process coming thru, a surplus of material is scraped off the face so the threads in the foundation cloth can be seen.

The names used to describe different varieties in quality in the texture and finish of binding cloths are usually the manufacturer's names and not general terms, names such as "linens," "vellums," etc. An exception perhaps is the word buckram, which is used by all makers to describe a heavy fibred cloth of very strong texture.

Cloth bindings became recognized as not only a permanent method of preserving a volume, but of attracting purchasers of books, and with cheaper book cloth the paper covered novel became rarely seen on newsstands. It is now the attractively made books in all the many colors which greet the eye when looking for a book to while away the time on a long railroad journey.

A further displacement of paper covers has developed among firms who issue catalogs, and who now recognize the value of getting out their volumes in cloth binding. The psychological effect on those receiving them is of great selling value, inasmuch as the potential buyer is immediately attracted to a catalog which has the same appearance as the books which he has learned to recognize as valuable from early educational experience. Catalogs of this character have another practical advantage—they will stand up in a book case, convenient for ready reference.

About seventeen years ago one of the largest publishers of law books conceived the idea that law books bound in cloth would be more serviceable than in the customary sheep skin, if a stronger book cloth could be produced than had previously been made and one whose color and general appearance would not be too revolutionary. Taking the matter up with Interlaken Mills, a fabric was produced by them that immediately met favor with the lawyers, and today it is noticed all law libraries have only the very old books in sheep skin, and those are rapidly being rebound in this durable buckram.

The care that has to be taken in the manufacture of book cloth so that it will meet the requirements of the book binder who takes pride in his productions, is probably greater than the average person can imagine. Not only must each lot of goods be of the same shade so that sets of books can be made up in the same color, but the combination of a great many different materials has to be exact or trouble develops in the bindery, such as the glue coming thru to the face, cracks in the bends, and

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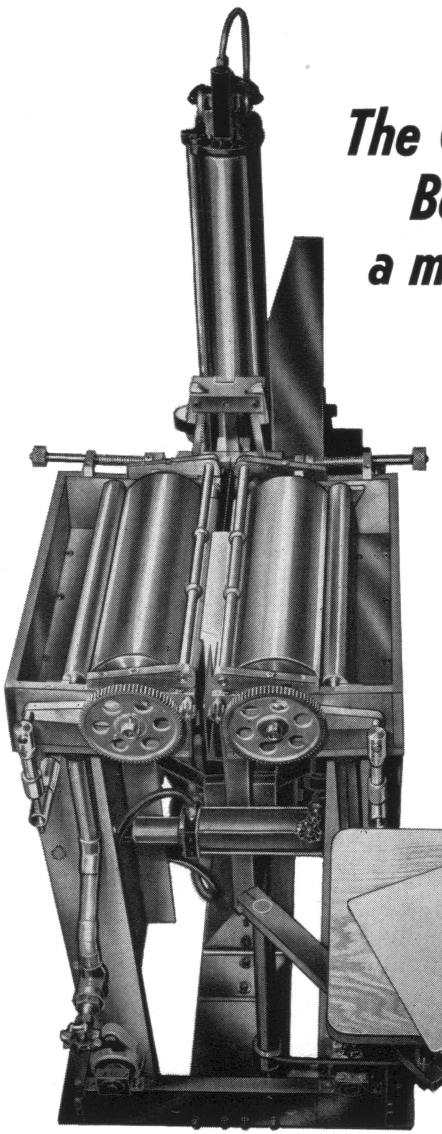

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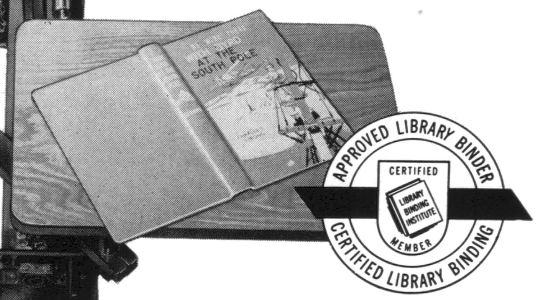

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filling coming out, the cloth itself being too stiff or too pliable, and it must take stamping well with either ink or gold leaf. The material goes to the bindery in rolls of about 40 feet in length and a uniform width of 38 inches. On special order widths of 39 or 40 inches are made, but the general deliveries are from the standard width, which the binderies know just how to handle to the greatest economy for each size book.

JOSEPH RUZICKA, INC., INSTITUTES "PROJECT VIETNAM"

Each year the Employees' Committee of Joseph Buzicka, Inc., Baltimore, considers a number of community projects and selects the one that it thinks most worthy and which will appeal to all those who wish to become a part of it. These projects have in the past included among other things, food baskets to local churches and the Salvation Army for distribution to needy local families, the donation of football helmets to protect the heads of cerebral palsied children in their frequent tumbles, residents of the Childrens Hospital.

This year the advisory chairman, Leonard H. Spence, a World War II veteran jungle fighter and, incidentally, the holder of a Presidential Unit Citation, the Bronze Star and the Purple Heart, suggested to the committee that they consider sending parcels to the boys serving their country in Vietnam. This idea was enthusiastically received, and the program began by asking the employees to submit the names of husbands, sons, relatives and friends serving there.

Thus far eight parcels have been sent, generally including (by popular request) : Cigarettes, assorted famous and Girl Scout cookies, thin mints, fruit candies, peanuts, cool-aid, tea, saltines and other crackers, chewing gum, kleenex, Ivory soap, tooth paste, shampoo, writing paper and envelopes, pens, paperbacks, comic books (very popular) , and playing cards.

The enthusiastic thank-you letters that have been received—one young man who has returned home even stopped by the bindery to thank us on behalf of both himself and his buddies—have more than repaid all of us for the trouble and the investment of about ten to twelve dollars per parcel, plus a three to four dollar postage charge. The project will be continued until the end of the list.

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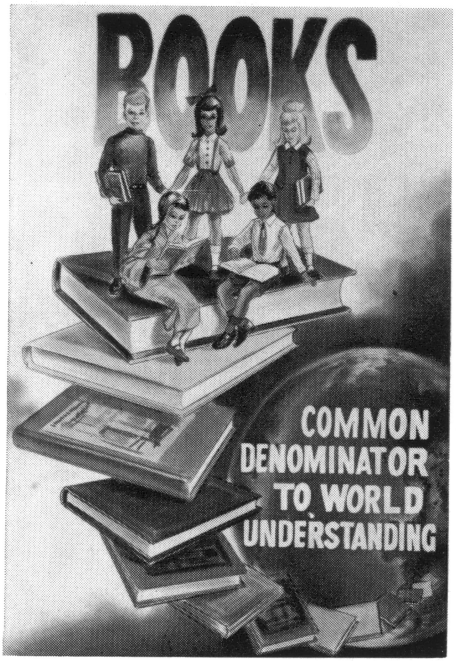
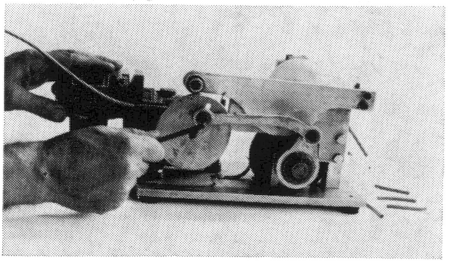


Our new full-color poster, "Books—Common Denominator to World Understanding," has been completed and is available for distribution. Requests should be addressed to Library Binding Institute, 160 State St., Boston, Massachusetts 02109.

HUNTINGTON LIBRARY ELECTS GLICK

Harold Glick, longtime resident of Huntington, Long Island, has recently been elected President of the Board of Trustees of the Huntington Public Library. He had been serving on the Board since his appointment in 1963. Having had a life-long association with the Glick Book Binding Corp., Mr. Glick is more than qualified and experienced to serve in this position.

The Huntington Public Library has recently undergone some vast changes, including a new building which increased the available space from 14,593 sq. ft. to 31,261 sq. ft. The capacity of the book shelves is now 160,000 volumes, and there is a meeting room which seats 200 and a Documents and Periodical room. The Huntington Library is a co-central library of the Suffolk Co-operative Library System, and is thus a state tax-supported institution.



McLAUGHLIN INTRODUCES NEW HEAD & TAIL ROPE CUTTER

A new and inexpensive rope cutting machine for pre-cutting head and tail cord or twine used by library binders is now available from William J. McLaughlin & Co., Inc. The machine is reputed to be a tremendous labor-saving device and is capable of cutting rope from 0" to better than $4\frac{1}{2}$" in length, and up to 5/32" in diameter. Moreover, the machine is extremely fast and will cut as many as 300 pieces of $1\frac{1}{4}$" length rope per minute.

Also available from McLaughlin is "Wimco" head and tail craft cord in four diameters, the 4/32" diameter being the most popular size.

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THE BOOM IN BOOKS

Reprinted in part by permission of The Magazine of Wall Street, *as appearing in a two-part series on February 4 and 18, 1967.*

Around the text and reference book industry these days the talk is tuned to feelings of great expectations.

Business in books boils with activity as school enrollments swell at all levels—elementary, high school and college.

But it's not only students who are buying books. Spurred by the Elementary and Secondary Education Act of 1965, which makes funds available to them, educational institutions themselves have become bigger buyers than ever before. Just in the current fiscal year, which ends June 30, Federal funds totaling $166 million have been authorized so that library references, textbooks and other instructional material can be purchased. The act calls for a five-year program, in which appropriations for four more years are still to be made.

But in addition to legislation for elementary and secondary training, there is the Higher Education Act as well. Passed in 1965, this authorizes spending of $150 million over a three-year period for the purchase of books and supplementary materials.

In the industry, though there is realization that Congress could refuse to make funds available as defense costs rise, it is realized equally that aid to education is a cornerstone of "Great Society" programs and cutbacks would be made with great reluctance.

But even ignoring the substantial effect of such Federal spending on books, school enrollments and more costly books point to an annual textbook sales growth of 6 to 7 per cent in elementary schools, 8 to 9 per cent in high schools, and 11 to 13 per cent in colleges.

As Table I shows, growing school enrollments will not affect all educational levels equally. The post-World War II baby boom will push college enrollments to show the greatest percentage increase. Thus, this would seem to pinpoint for investment those companies with dominant positions in the college textbook field. Still, the numerical increases in elementary and high school enrollments cannot be ignored.

By 1975, according to estimates of the Department of Health, Education and Welfare, total school enrollment will increase by 10.1 million, or nearly 19 per cent. Elementary high school enrollments are expected to rise 6.7 million, or 13.8 per cent.

Undergraduate and post-graduate enrollments are expected to increase 3.4 million, or 65 per cent.

Of course, such growth in enrollments does not guarantee sales to the textbook publishers, but as Table II shows, average dollar sales per capita have been rising inexorably for the past 10 years, despite some adverse dips in the business cycle, and the industry expects the trend to continue.

The reasons are clear enough, too. In 1965, for example, the amount spent per pupil in elementary school was equal to one hard-bound text book; in high school the spending amounted to an average of two hard-bound books; at the college level the amount spent equaled 6 hard-bound books.

With the increasing complexity of subject matter and increased use of supplementary materials and teaching aids, higher spending is only logical. It is true, too, that a large portion of school funds has been diverted in recent years to capital spending programs to provide space for the expand-

Table I. Fall Enrollment
(000 omitted)

Estimated	*Total*	*Kindergarten and Elementary*	*High School*	*Degree Credit: Graduate and Undergraduate*
1955	37,940	27,717	7,563	2,660
1960	45,764	32,198	9,983	3,583
1965	53,800	35,800	12,800	5,200
Projected				
1970	59,300	37,300	15,000	7,000
1975	63,900	38,700	16,600	8,600

Source: U. S. Department of Health, Education and Welfare; Bureau of Census.

Table II. Textbook Sales Per Capita (in dollars)

Year	Elementary	High School	College
1955	$3.26	$ 5.63	$17.69
1956	3.51	6.17	20.80
1957	3.69	6.71	22.62
1958	3.95	7.34	23.67
1959	4.21	7.97	25.38
1960	4.39	7.90	27.02
1961	4.59	8.47	28.33
1962	4.68	8.94	29.93
1963	5.08	9.56	32.10
1964	5.32	9.70	33.97
1965	5.92	10.16	36.49

Source: American Textbook Publishers Institute.

ing school age population.

One way of figuring the size of the market is to project a few of the figures that are available.

For example, in 1965, textbook sales totaled $585 million. Of this amount, elementary texts accounted for $223.4 million; high school, $140.6 million, and colleges $221 million.

By 1975, school enrollments are expected to total 63.9 million, with 38.7 million enrolled in the elementary schools, 16.6 million in the high schools, and 8.6 million in the colleges.

Assuming that dollar sales per capita remain constant at the 1965 level, total textbook sales in 1975 should amount to about $711 million—a 21 per cent increase.

If it is assumed that the rate of increase in per capita dollar sales in the coming decade will be half again that of the preceding ten years, total sales could reach $849 million—or increase 45 per cent.

The fact is, though, the industry looks on these projections as conservative as can be, considering the unrelenting rise in spending for books.

Based on the growth rates for the next five years, projected earlier in this article as 6 to 7 per cent for elementary, 8 to 9 per cent for high school, and 11 to 13 per cent for college, a total volume of between $877 million and $935 million could be reached. This would mean gains of 50 to 77 per cent by about 1970—and without the benefit of Federal spending. Clearly, the textbook publishing industry faces its greatest growth.

Not all companies, of course, will share equally in the growth. Some companies prosper by concentrating on a specific segment of learning. Others have capabilities in several segments and educational levels. But no one firm dominates the market, though there are some giants around.

Meanwhile, competition is bound to become more intense as such huge corporations as IBM, RCA, and Xerox enter the field. Still, education is a place for the small, specialized company as well.

The stakes are growing for everyone, however, as are expectations of earnings. In the bear market last year, for example, most textbook publishers' shares held their own, though all of them are currently available at some discount from the year's high. Price-to-earnings ratios are higher, but that goes, too, with the performance pattern of an industry in vogue.

McGraw Hill is one of the leading publishers of the textbook industry with sales estimated last year between $290 and $300 million, and earnings estimated at $2.55.

Books account for about 39 per cent of revenues and amounted in 1965 to $84.4 million. Since 1956, book sales have grown at a compound rate of 13.9 per cent. McGraw Hill, in fact, is one of the two leading publishers of college textbooks, a segment of the industry expected to show the fastest growth in revenues over the next decade. Management forecasts a 15 per cent growth rate here over the next five years.

Four company divisions serve the elementary and high school market and the general book market effort includes sales in adult trade books, juvenile books, encyclopedias and subscription books. An International Division markets original and foreign language adaptions and translations abroad. A move into the adult education field was made a few years ago, and expansion into home correspondence learning is anticipated.

MrGraw Hill's range of services is broad, and includes films and instructional materials as well as testing materials for education and industry.

Crowell Collier and Macmillan, Inc. is a diversified publisher with interests in the textbook, encyclopedia and home study areas. In addition, the company derives revenues from such activities as the operation of book stores, book clubs, a radio station as well as a recently acquired language school.

The publishing of textbooks for elementary, high school and college levels produced $29.7 million in corporate sales in 1965, representing a 10.4 per cent increase over 1964.

Sales of college and professional textbooks totaled $16.5 million, a rise of 21 per cent for the year, and accounted for the bulk of the $2.8 million gain for textbooks.

Elementary and high school books contributed the remaining $13.2 million last year. Since 1960, total textbook publication revenues have compounded at a 15.6 per cent annual rate while colleges and schools averaged annual growth rates of 19.1 and 12.3 per cent. In 1965, 291 new and revised titles were published in the college and professional area, and contracts have been signed for over 300 in the current year. Crowell Collier's Macmillan College and Professional Department is entrenched in the history, education, humanities, mathematics, nursing and chemistry areas while The Free Press enjoys a reputation as a publisher in the field of social sciences.

Grolier will increasingly be a beneficiary of spending for education in light of the strong upward trend of sales of encyclopedias and reference books to schools and libraries. Also, its subsidiary, Franklin Watts Co., is active in juvenile books as well as year-books, various publications and general order merchandise.

Grolier is already represented in 34 countries and the upward surge of foreign sales will probably be spurred in the months ahead as efforts are completed to establish branches in several other countries.

Harcourt, Brace & World, Inc. is one of the leading textbook publishers, and has a significant position in the publication of educational tests. Sales in 1965 were $51.3 million, up about 16 per cent over 1964's volume of $45.8 million. These were earned approximately this way: elementary and secondary school books and supplementary materials—59 per cent; college textbooks—19 per cent; general fiction and non-fiction—12 per cent; and the Test Department—10 per cent. A breakdown of each department's sales by dollar amounts is not available, but management says that College Department sales rose 17 per cent last year.

In the field of elementary and secondary schools, Harcourt, Brace has excelled in the arithmetic, English, spelling, science, social studies and mathematics areas. The College Department has published works in the humanities and social sciences and the list of

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books is diversifying rapidly with the introduction of texts in such fields as accounting, chemistry and fluid mechanics.

The origins of Harper & Row, Publishers, Inc. can be traced back to 1817. At present, the company is the result of a 1962 merger of Harper & Brothers and Row, Peterson & Co. The merged company is a diversified publisher with emphasis on textbooks at all levels, trade books (fiction and non-fiction), children's books and professional books.

Harper & Row's broad and comprehensive list of titles outside the purview of textbooks also enables the company to sell a considerable number of non-textbooks to schools, libraries and colleges. It is estimated that about 60 to 70 per cent of corporate sales are derived from these sources.

The outlook for the current fiscal year and beyond is optimistic. New orders are being received at a record pace and another sales record seems assured. Though manufacturing costs will increase, heavy prepublication costs of the past few years should subside and better margins are anticipated. The company's books are meeting with growing acceptance and two major series, science and reading, are being increasingly adopted.

There are, of course, many uncertainties which still exist. Sales may not increase as rapidly if there is a cutback in Federal and state aid, or if the various buyers are unable to spend the funds allocated to them. Margins could come under further pressure if costs rise unexpectedly. However, there is considerably more likelihood for a more favorable trend.

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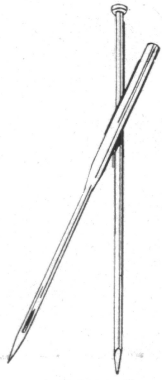

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RUZICKA AWARDS SCHOLARSHIP

Miss Sylvia Yvonne Sprinkle has been chosen this year's winner and recipient of the North Carolina Joseph Ruzicka Scholarship. The award is given annually, both in North Carolina and Maryland, to that individual who distinguishes herself or himself in the field of library science. The library associations of each state are responsible for choosing the recipients.

Miss Sprinkle is a graduate of Winston-Salem State College and will continue her education in library science at Altanta University in Georgia. She spent last year studying in India under the auspices of the Experiment in International Living.

The Joseph Ruzicka Scholarship was presented to Miss Sprinkle by Mr. Paul Ballance, President of the North Carolina Library Association, and Mr. Joseph V. Ruzicka, Jr., President, Joseph Ruzicka, Inc., Greensboro, North Carolina.

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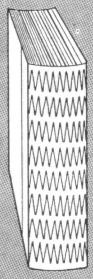

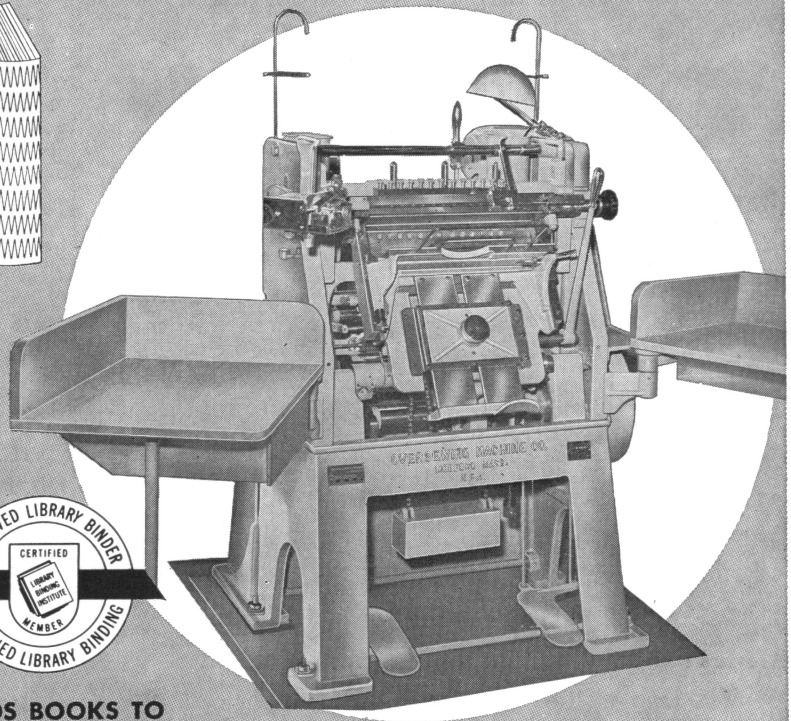

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